

*The owner of the mutton-chop
Whiskers was Arthur Blenkinsop,
Importer of fine teas and coffees;
And when we clean his grandson's office
We leave no base, irreverent dust
Upon the Founder's brazen bust*



Have you ever considered how much time, trouble and money is wasted owing to the fact that so many *different* people are concerned with keeping your office clean? Charwomen come and go. Window cleaners do hair-raising things outside windows. Telephone sterilisers brandish syringes. Somebody else sees to the wastepaper baskets. Somebody else washes the teacups. In short, it involves a lot of people, a lot of arrangement, a lot of fuss . . . and a lot of bills. Rationalising the cleaning problem pays both in terms of efficiency and of convenience.

General Services unite, in one organisation, cleaning in its every aspect—cleaning of walls, floors, windows, carpets, crockery and furniture. Naturally, a service that exists solely for the cleaning and maintenance of office premises is an *expert* service, thorough both in principle and practice. Daily domestic office cleaning, periodical spring cleaning, regular window cleaning, vacuuming of carpets, telephone sterilisation—all these activities can be done *better* by one organisation such as General Services: because General Services maintain a highly-trained uniformed staff, each branch of which *specialises* in one particular job.

CONSIDER THE CONVENIENCE. Instead of dealing with ten people, you deal with one. Having decided what needs doing and at what intervals, leave the rest to us. Our cleaning staff of men and women, who are well trained, well paid, well insured and well equipped with the most modern appliances and materials, will carry out the work specified thoroughly and regularly.

You will no longer suffer the domestic crises that arise when any of your cleaning staff fall ill. Nor will you have to search for stop-gaps when charwomen take their holidays. General Services take over your worries and responsibilities, and provide a smooth-running office-cleaning routine.

THE ADVANTAGES OF ORGANISATION. One estimate can cover everything from daily domestic cleaning to periodical overhauling and renovations. By maintaining a large regular staff we are naturally able to effect economies and these are handed on to our clients. We shall be very happy to supply you with an estimate which we think will convince you of the practical advantages of letting General Services do the whole job. On the following pages are listed some of the things we do. Regular cleaning operations such as daily domestic cleaning and periodic window cleaning are best specified on a regular contract basis; special operations as circumstances require.

DAILY AND PERIODIC CLEANING AND MAINTENANCE **—operations best specified on a contract basis**

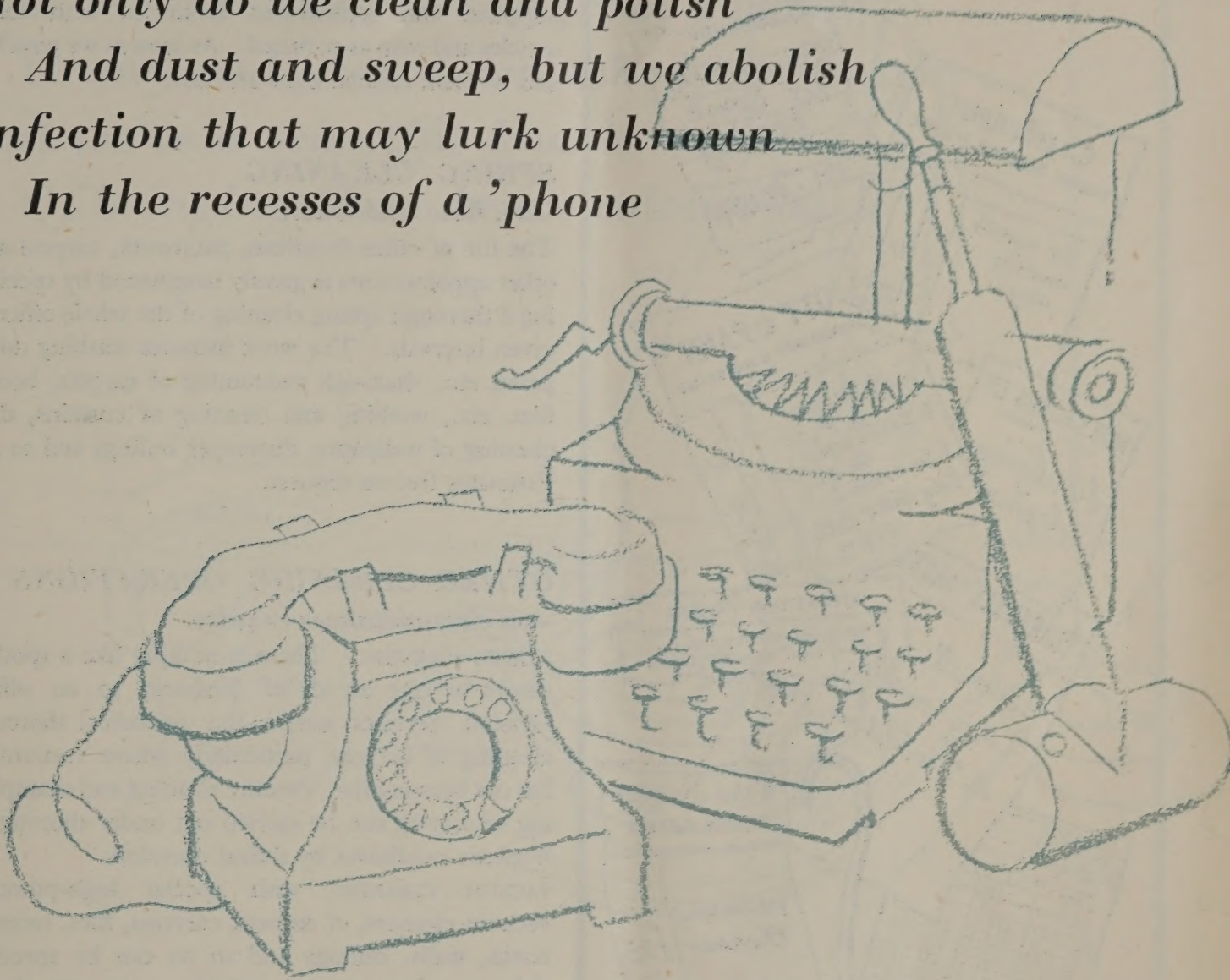
DOMESTIC CLEANING includes not only all the operations carried out by women cleaners but also special crews for cleaning overhead lamps etc. usually left undone. The work is efficiently *organised* and supervised. If desired, your present cleaning staff can be taken over by General Services, their work being part of any service scheme you care to specify.

WINDOW CLEANING at whatever intervals you care to specify. The employees of General



Because in no uncertain terms

*We disapprove of noxious germs,
Not only do we clean and polish
And dust and sweep, but we abolish
Infection that may lurk unknown
In the recesses of a 'phone*



Services, in this as in all other departments, are thoroughly insured against accidents (see page 6), thereby relieving you or your insurers of all liability.

Wherever there are carpets, regular *vacuum cleaning* is advisable. It can be included in your specification at whatever interval you choose.

Periodical *sterilisation of telephones* and dictaphones is now recognised as an essential factor of hygiene, of which the practical results are immediately evident in a decrease in the number of colds, sore throats, etc., sustained by the staff.

AIR-PURIFICATION is a special winter anti-flu service. Regular spraying with a germicide, lightly scented with a pine and lavender extract (or other scents, or scentless) will cause a noticeable decrease in absenteeism due to flu and colds, quite apart from the fresh and pleasing atmosphere it imparts.

CLEAN TOWEL SERVICE. Our Clean Towel Service can be included as part of our General Service. At an economical cost your staff is kept supplied with a clean towel once a week.

ABOLISH BILLS & FUSS!

TEMPORARILY DISCONTINUED

Before the war our General Service included several services which, for obvious reasons, we have had to discontinue. They included the supplying of clean dusters, tea cloths and overalls, if desired. We also supplied and replenished lavatories with toilet articles and soap as required. As soon as we possibly can we shall resume these services.

SPRING CLEANING

—as, how and when

The life of office furniture, paintwork, carpets and other appointments is greatly lengthened by specifying a thorough spring cleaning of the whole office at given intervals. The work includes washing down paint, etc., thorough vacuuming of carpets, books, files, etc., washing and cleaning of curtains, dry-cleaning of wallpaper, distemper ceilings and so on. Estimates free on request.

OTHER CLEANING OPERATIONS

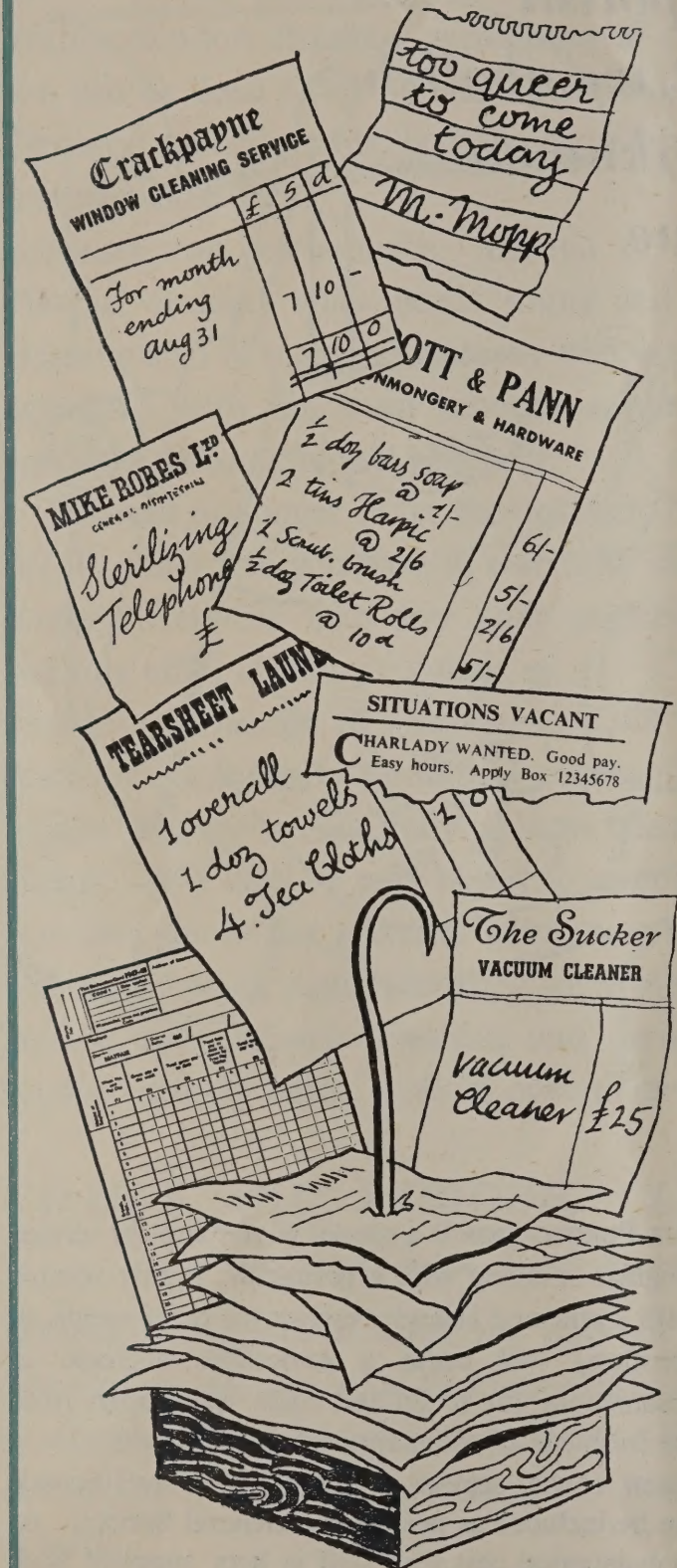
—as circumstances require

CARPET CLEANING. There is nothing like a spotless carpet to give an air of freshness to an office. General Services advise the periodical thorough cleaning of carpets, particularly where vacuuming has not been regular. Vacuum cleaning and shampooing of carpets can be carried out under thoroughly hygienic conditions by skilled operators.

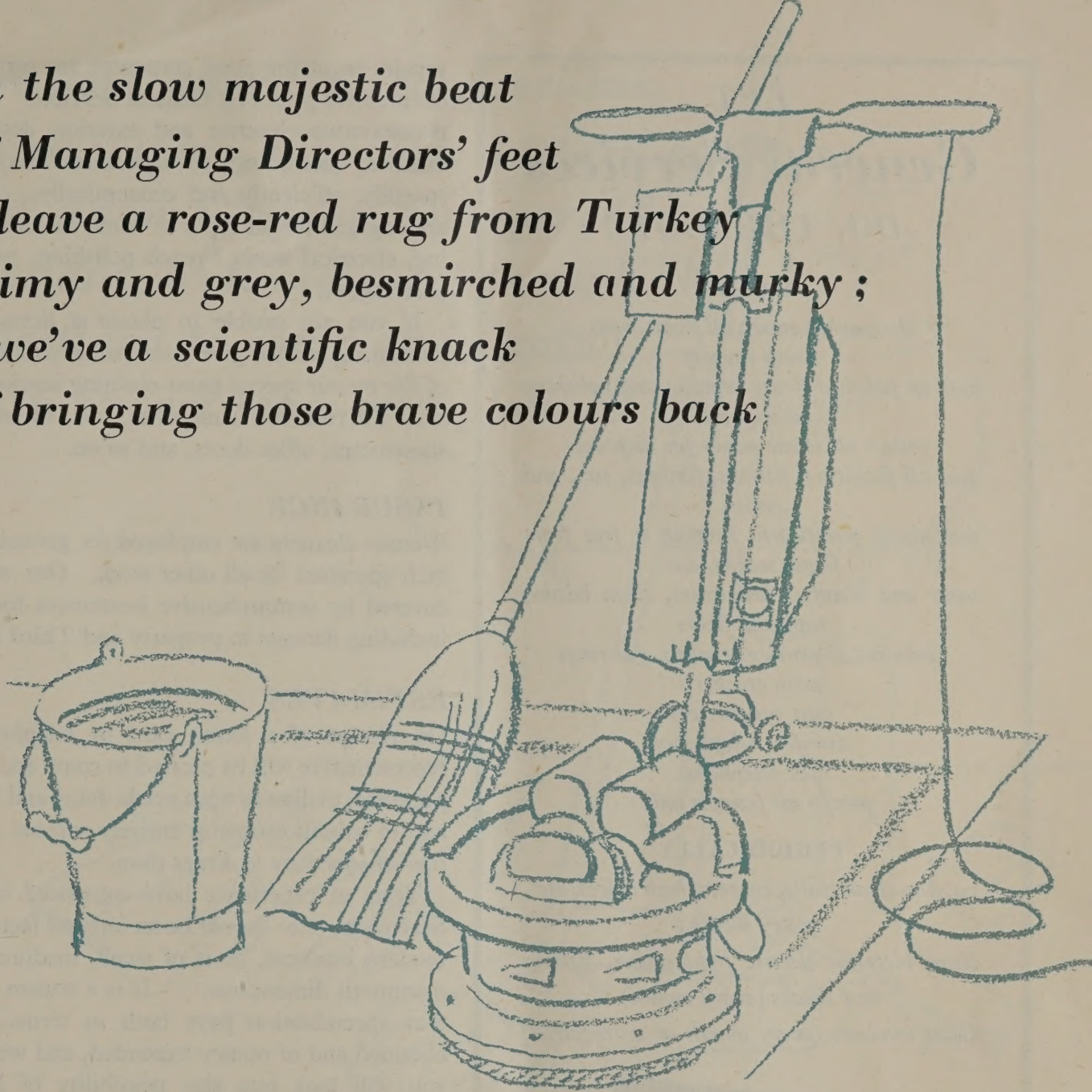
VACUUM CLEANING with special high-powered vacuum cleaners, of carpets, curtains, files, records, books, walls, ceilings and so on can be specified either as circumstances require or as part of our "spring cleaning" service. The amount of dust extracted will surprise you!

CLEANING GLAZED BRICK WALLS. A thorough washing down of glazed bricks, tiles and paintwork makes a great difference in the amount of light reflected and in the consequent amount of electric power consumed for lighting. Occasional cleaning of glazed brick walls pays for itself, quite apart from improving immediate working conditions.

CLEANING PAINTWORK. If the paintwork is in good condition, but looks dull and dirty, the expense of



*Even the slow majestic beat
Of Managing Directors' feet
Can leave a rose-red rug from Turkey
Grimy and grey, besmirched and murky ;
But we've a scientific knack
Of bringing those brave colours back*



repainting can be avoided by letting General Services revivify it by washing down with special soaps, etc. This service, for which no licence is needed, is of special benefit when moving offices, as a thorough cleaning of old but sound paintwork will restore its lustre and save considerable expense.

FLOORS. Floor services include every kind of plain or ornamental surface : wood (plain or parquet), lino, composition, terrazzo, mosaic, stone, cork, rubber, granolithics, tiles, etc. Typical examples of the services are : *Wood* floors made good, sanded, machine scrubbed, spirit cleaned, waxed and machine

polished. *Stone* or *Composition* floors, stopped by special patent filler before cleaning and polishing.

Estimates may be had for a single operation (such as cleaning, making good, buffing up, polishing, etc.) or for a yearly maintenance scheme.

The latest modern appliances are used for the various operations and excellent results are assured.

MISCELLANEOUS SERVICES

FURNITURE REPAIRS. Highly skilled carpenters are available for the repairing of desks, tables, chairs, shelves, filing cabinets, etc. All renovations and

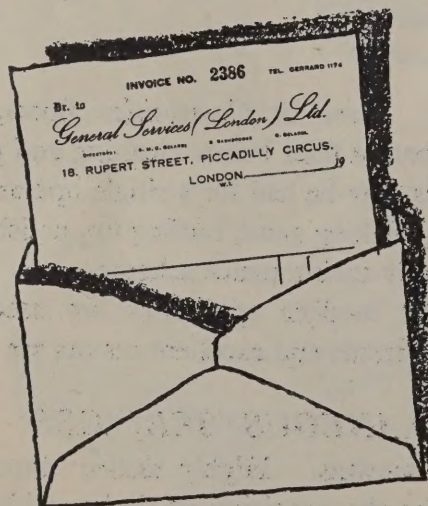
LET General Services DO THE LOT!

DAILY

*thoroughly sweep all floor areas
sweep carpets
buff up polished floors, waxing and polishing
as required
collect all waste paper for disposal
dust all furniture, fittings, fixtures, etc., and
polish
dust down paintwork, keeping it free from
finger marks, etc.
scour and disinfect lavatories, clean basins,
taps and floors
clean metal work, gas ovens, gas rings
wash crockery
dust typewriters
disinfect telephones
dust telephones
purify air (winter only)*

PERIODICALLY

*vacuum clean walls, carpets, high ledges, etc.,
(every month)
clean pictures, electric light globes, fittings
and shades (every month)
clean windows (every month or as required)*



repairs involving good carpentry are carried out at competitive prices by General Services.

DECORATIONS—interior and exterior, designed and executed according to customers' requirements, speedily, efficiently and economically. Specialists are engaged for all types of work, including plumbing, electrical work, French polishing, partitioning, shelving, etc.

If you are unable to obtain a licence for re-decorating we can give your paintwork a new lease of life by our special paint-cleaning service.

SIGN WRITING for nameplates, etc., as required for showrooms, office doors, and so on.

INSURANCE

Women cleaners are employed for general cleaning, men operators for all other work. Our staff is fully covered by comprehensive insurances for all risks, including damage to property and Third Party.

ESTIMATES

On receipt of a letter, card or telephone call, a representative will be pleased to come and view your premises, to discuss what needs doing and how often, and to submit estimates entirely *without any obligation on your part to accept them.*

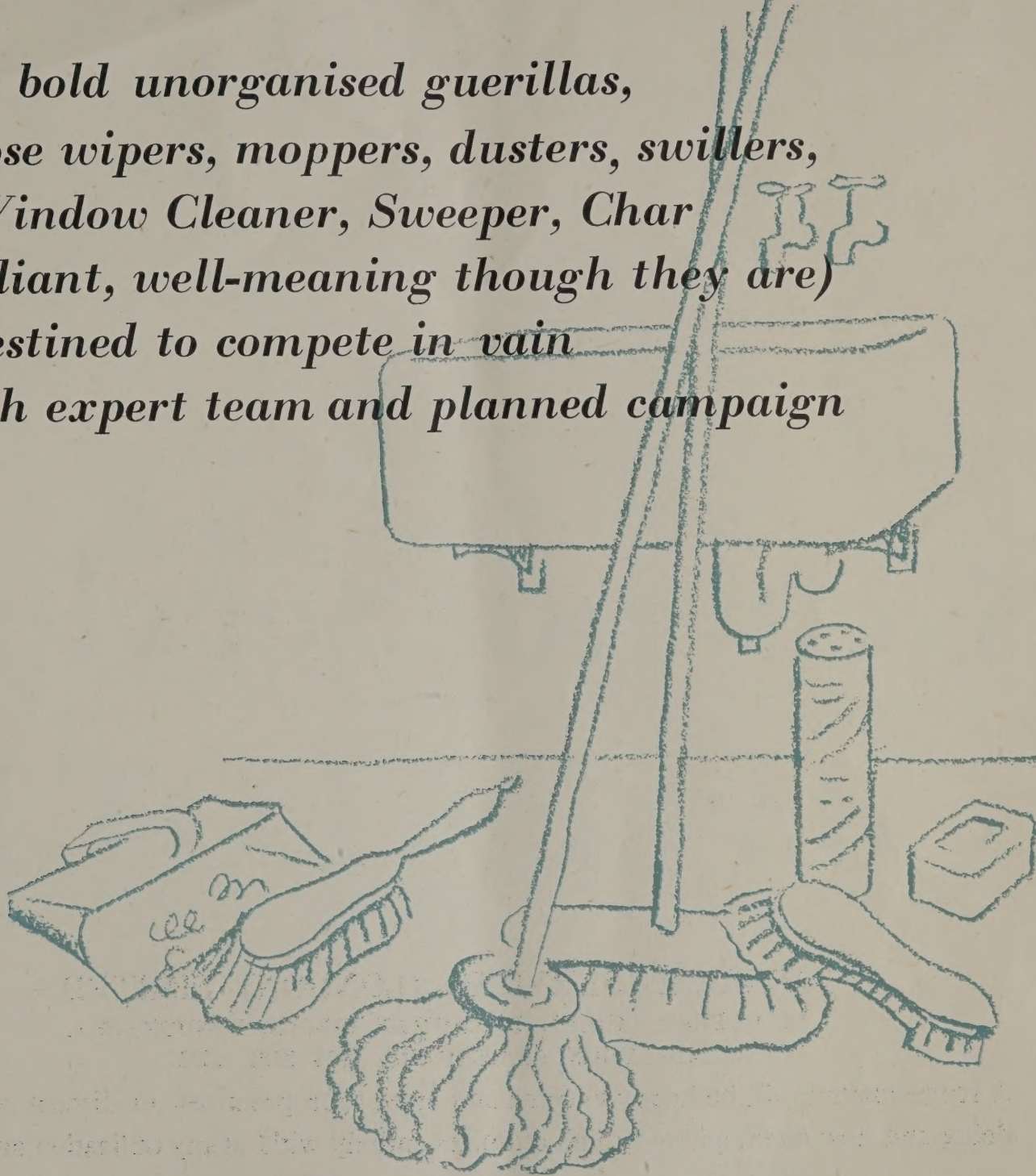
Years of experience have convinced us that the Service we offer should be an integral factor of every modern business, be it of small, medium, large or mammoth dimensions. It is a truism of the day that specialisation pays both in terms of results obtained and of money expended, and we hope that you will look into this possibility of letting *one* organisation do the *whole* job of keeping your premises clean and in good order.

TO SUM UP

spick-and-span results at economical cost

By changing over to General Services, a uniform standard of immaculate cleanliness is assured throughout the entire premises. Not only is the ordinary domestic work thoroughly supervised and carried out according to specification, but *in addition* many other jobs, hardly even considered, are included. Among these are such items as washing fingermarks off paintwork, buffing and polishing

*Those bold unorganised guerillas,
Those wipers, moppers, dusters, swillers,
The Window Cleaner, Sweeper, Char
(Valiant, well-meaning though they are)
Are destined to compete in vain
With expert team and planned campaign*



floors and furniture, vacuum-cleaning walls and high ledges, cleaning pictures, electric light globes and shades, air purification, disinfecting telephones, and so on.

Since the operations are all carried out under one control, the work is equally thorough in all its details. There is no possibility that gleaming windows will be discredited by neglected curtains, or clean washbowls offset by dingy "paintwork," as

often happens when responsibility is divided. Spick-and-span results are rigidly maintained, and that rule applies in the least of the general offices just as strictly as in the managing director's sanctum—a point that invariably wins the appreciation of those employed in the "back rooms." This general atmosphere of spruce cleanliness, moreover, is not without its effect when a prospective client is being shown round the offices.

let General Services do the LOT!

GENERAL SERVICES (LONDON) LIMITED

18 RUPERT STREET, PICCADILLY CIRCUS, LONDON, W.1.

TELEPHONES: GERRARD 1174 3521 3522

A representative will be happy to come and view your premises, to discuss what needs doing and how often, and to submit estimates entirely without any obligation on your part.

Our Telephone No. is **now**

GERRARD 5861

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